



# north lake tahoe

Chamber | CVB | Resort Association

*PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762*

## **MARKETING COMMITTEE MEETING MINUTES**

**Tuesday, October 30, 2012 – 1 pm**

### **North Tahoe Public Utility District**

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Eric Brandt, Brett Williams, Marquerite Sprague, Heather Allison, Ron Parson, Julie Maurer and Becky Moore

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Andy Chapman, Judy Laverty-Capach, Jason Neary, Greg Howey, Jeremy Jacobson and Anna Atwood

**OTHERS IN ATTENDANCE:** Shelley Fallon, Pettit Gilwee and Andrew Baird

#### **I. MEETING OF THE MARKETING COMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Marketing Committee meeting was called to order at 1:05 pm by sit in Chair Eric Brandt and a quorum was established. Les Pedersen, the Committee Chair, came in a few minutes late (Item D)

##### **2.0 PUBLIC FORUM**

2.1 No public forum.

##### **3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 In addition to approving the agenda, Eric Brandt proposed the Committee vote to cancel the December 25, 2012 meeting. (Item J)

**3.2 M/S/C (Brandt/Sprague) (7/0) to approve the agenda and to cancel the December 25<sup>th</sup>, 2012 Marketing Committee Meeting.**

##### **4.0 APPROVAL OF MARKETING MEETING MINUTES FROM SEPTEMBER 25, 2012.**

**4.1 M/S/C (Parson/Williams) (7/0) to approve the Marketing meeting minutes from September 25, 2012.**

##### **5.0 REVIEW OF NASC AND TEAMS CONFERENCE PARTICIPATION AND NEXT STEPS – JUDY LAVERTY-CAPACH**

5.1 Judy reviewed the Sports Conference appointments she had at NASC and Teams Conference. Some of the events she is looking to bring to Tahoe:

- Professional Disc Golf Association 2014-2015
- Orienteering USA, Late, July 2013
- Amateur Softball Association (ASA), Summer 2014
- USA Fencing, 2014-2015-2016
- Triple Crown Softball (confirmed), July 15-19, 2013
- The Tribal Run, Summer 2013
- USA Table Tennis, 2013
- US Table Soccer Federation, 2014-2015
- Super Girl Jam, April 2013
- International Distance Skateboard Association, Fall 2013

Judy shared her process of looking at new lead generations and how she works closely with Jason Neary and the conference sales department. Jason stated that he feels there may be opportunity to hold association meetings with many of the groups that he has met with. Almost all association hold annual conventions and trade shows. Additionally the NASC and Teams 12 conference may be a good fit for our larger hotels. Jason also shared how beneficial it is to have Judy out there meeting with event producers as she is very knowledgeable with the language they use and events and the permitting process. A committee member recommended that we look at inventory and that we also utilize local professional athletes for strategy on some of the different events we plan on bringing here.

## **6.0 SPECIAL EVENTS GRANT APPLICATION PROCESS OVERVIEW AND NEXT STEPS – JUDY LAVERTY-CAPACH**

6.1 Judy reviewed the 2012-13 Special Event Grant Applications and presentation held last week. She shared that the Task Force Members were focused on the criteria for eligibility and driving overnight stays in Placer County. Andy reviewed the process and how the Special Event Task Force was established. The recommendation from the Special Event Task Force will go for Board Approval at their November meeting. He stated that anyone that applied for a grant will be able to receive in kind support from Judy. Some examples of in-kind support would be: e-mail blast, press release, cross-promotion, social media campaign and contest. Andy shared there will be a second round of opportunity as well.

## **7.0 REVIEW OF NORTH LAKE TAHOE CROSS COUNTRY EFFORTS – ANDY CHAPMAN/JEREMY JACOBSON**

7.1 Andy stated part of our key initiative areas for our strategic goals is Nordic Skiing and the organization has been focusing efforts on this message. He updated the committee on the closure of one of our Cross Country Ski Area; Spooner Lake. He shared he will be working with Shelley Fallon to define the Cross Country landing page on the GoTahoeNorth website. Jeremy shared a Cross Country map was drafted and is currently in print. The map will look similar in design as the neighborhood map. A smaller printed version was shared with the Committee Members. Ron Parson suggested that the 2 Cross Country Ski Areas that are not true Cross Country Ski Areas be highlighted on the map. Jeremy stated he is working on additional locations in the Bay Area for distribution. He also reported he is working on an interchangeable Cross Country ticket with the local resorts.

## **8.0 UPDATE ON IRONMAN LAKE TAHOE – ANDY CHAPMAN**

8.1 Andy updated the Committee on Ironman. He stated after the last e-mail blast was sent out there was a good increase in bookings. The Village at Squaw and PlumpJack are 2 of the properties that are sold out. The Ferrari Crown in Kings Beach has picked up a lot of room nights recently. Andy shared the event did sell out but there will be 5 entries to the race that the organization will give away through a social campaign where the public get to vote. He also reported that he will be going to the Ironman in Tempe, Arizona along with Todd Jackson in mid November. A Committee member recommended that we notify the lodging properties again of Ironman and also add some useful High Altitude training tips on the Ironman Lake Tahoe website.

**Action to Staff (Andy/Jason): Notify the lodging properties on the Ironman event and add High Altitude training tips on Ironman Lake Tahoe website.**

## **9.0 DISCUSSION ON MARKETING COMMITTEE LAY MEMBER APPOINTMENT PROCESS – ANDY CHAPMAN**

9.1 Andy stated the Marketing Committee will need to appoint 3 new lay members at the January meeting. Interested parties that meet the criteria can submit a letter of interest and resume in December. Last year (2011), the Marketing Committee discussed its committee member makeup and the various seas and term rotations. The Committee discussed creating three seat committee pools. Each of these pools would serve a three year term. Pools B and C were currently established pools with currently serving committee members. Pool A are new members appointed and will serve through December 2014. Pool B (Becky Moore, Les Pedersen and Deb Darby-Dudley) is what will need to be appointed in January 2013.

## 10.0 DEPARTMENTAL REPORTS

- 10.1 **Advertising** – Andy shared the departmental reports located in the Departmental section of the Marketing packet.
- 10.2 **Conference Sales** – Jason shared his departmental report located in the Departmental section of the Marketing packet.
- 10.3 **Leisure Sales** – Jeremy shared his departmental report located in the Departmental section of the Marketing packet.
- 10.4 **Special Projects** – Judy shared her departmental report under in the Departmental section of the Marketing packet.
- 10.5 **Social** – Andy shared Allison’s report located in the Departmental section of the Marketing packet.
- 10.6 **Web** –Shelly shared her departmental report located under the Departmental section of the Marketing packet.
- 10.7 **Public Relations** – Pettit shared her Departmental report located under the Departmental section of the Marketing packet.

## 11.0 STANDING REPORTS

11.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

- OCTOBER MTRiP REPORT
- OCTOBER RENO TAHOE AIRPORT REPORT
- OCTOBER WEB/GEO TRACKING REPORT
- OCTOBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

## 12.0 PUBLIC COMMENTS

12.1 Ron Parson shared the Women’s Wellness Weekend is coming up at Granlibakken, November 10 & 11, 2012.

## 13.0 ADJOURNMENT

13.1 The Marketing Committee meeting adjourned at 2:40 PM.

Submitted By:

Anna Atwood, Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association